

Hello JBL



Hallo JBL

Bonjour JBL

→ Hey JBL

Hello JBL



Hallo JBL

Bonjour JBL



→ Love Xmas  
your way



# Development

# 03 How to love Christmas your way

romanticize your life... your way



For some, the busy Christmas period can be anything but exciting. The reality for many is that the Christmas period is chaotic, overwhelming and an absolute drag. From visiting annoying family members, going to one too many Christmas parties, eating Christmas food you don't even like and not to mention the hustle and bustle of Christmas shopping. Instead of labelling these people as the Grinch, we want to help them drown out the noise and fall in love with Christmas their way. We want to celebrate the Christmas time icons that choose to celebrate their way.

Gen Z's are more attracted to non-conformists and people willing to stand out of the crowd. We want to show them that JBL feels the same way.



# 03 How to love Christmas your way



romanticize your life... your way

## Making voices heard: Identity & Passion

**Love Xmas your way :** The red thread is how JBL is creating space to express who they are, and how they express themselves. They choose their own story and put themselves out there to inspire others.



# 03 On my way to the NYE party like ...

## Idea

We will create a reel showing the different types of personalities and how they arrive at an NYE party, with their headphones or speakers for those wanting to be seen and heard. From the rock'n'roller, the techno head, the hip-hopper and more, music helps us arrive in style and ready to party.

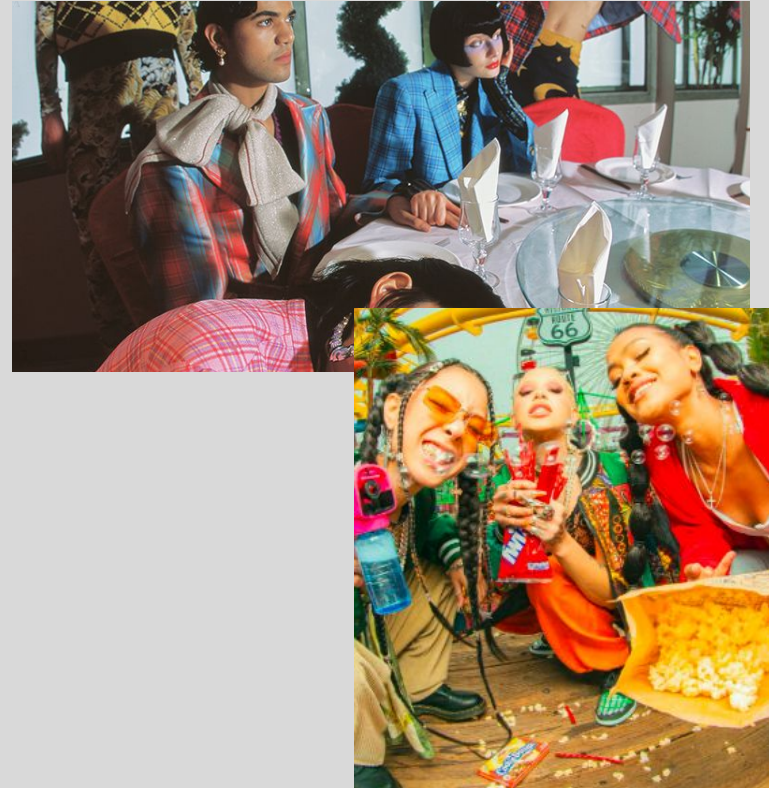
We will capture people dressed to impress with a unique sense of style arriving at a party. From that moment in the elevator to ringing the doorbell. This can take on both video and picture formats to go across Instagram and TikTok. To get JBL's audience interacting we can create a hashtag #omwJBL to allow people to share their vibe on the way to an NYE party for the chance to win JBL products.



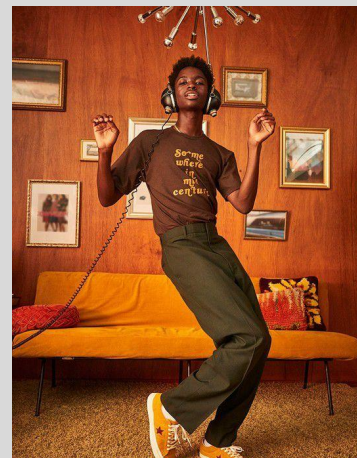
# 03 Christmas your way

## Execution

We will create a series of Christmas assets showcasing this Christmas season's icons and the different ways people choose not to conform to Christmas traditions and add their own unique take on things. Whether that is not conforming to Christmas dress codes, or switching up the Christmas playlist and menu. This can be in both picture and video format.

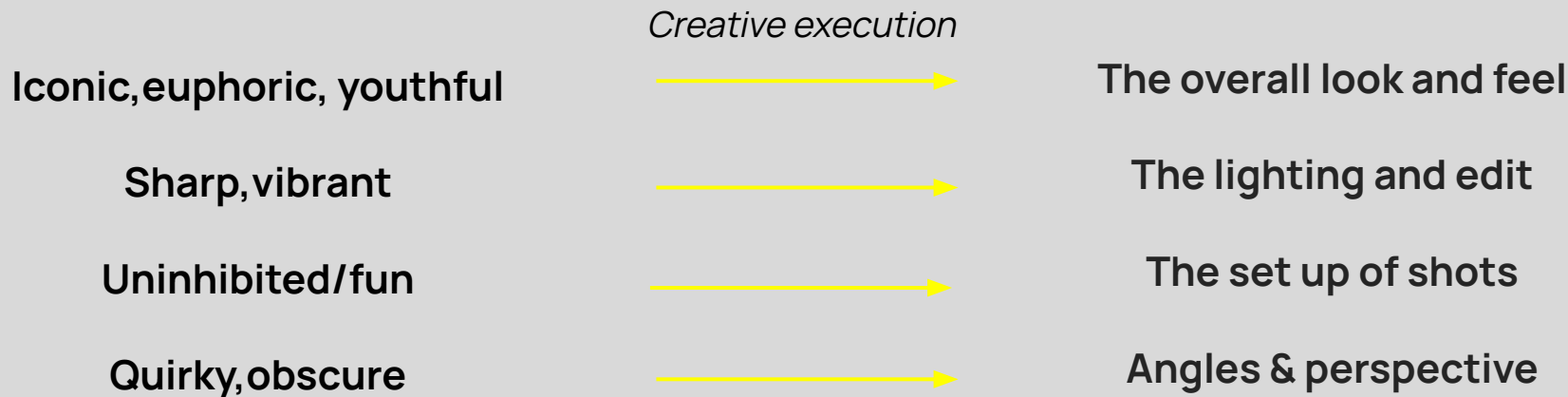






# CONCEPT

The definition of '*the uninhibited*' will be used when executing the creative direction and art direction of the shoot. This is the lense we will apply to aspects of the shoot.





# CAMERA ANGLES



# LOCATION STYLE





# MODEL INTERACTIONS

Direction of the interaction between models and props will be eccentric and free. Creating a fun and euphoric storyline, the models will portray a particular personalities consistently throughout the visuals. The atmosphere and vibe will be filled with quirky moments with a sense of a safe and loving friendship and freedom to be who you are. We are keeping the interactions casual, humorous and effortless to show a sense of comfort and belonging.





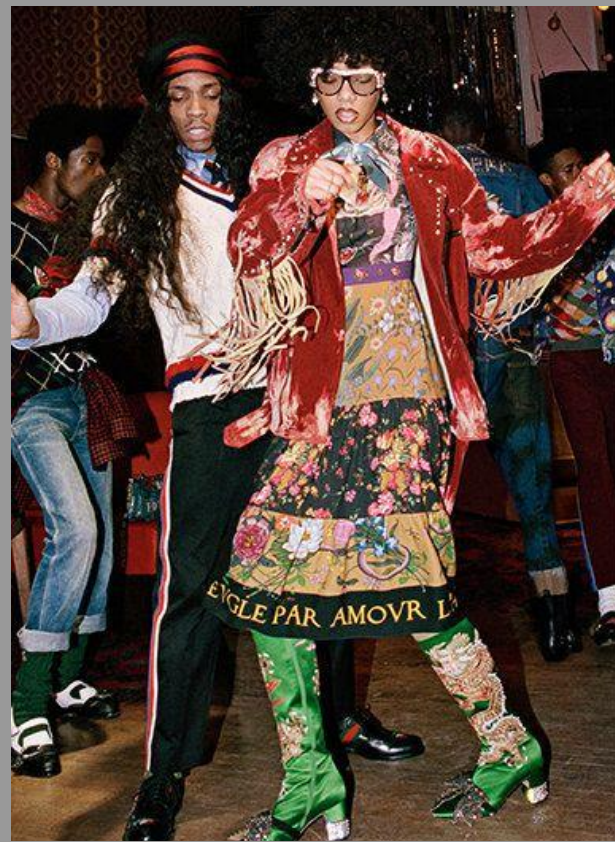
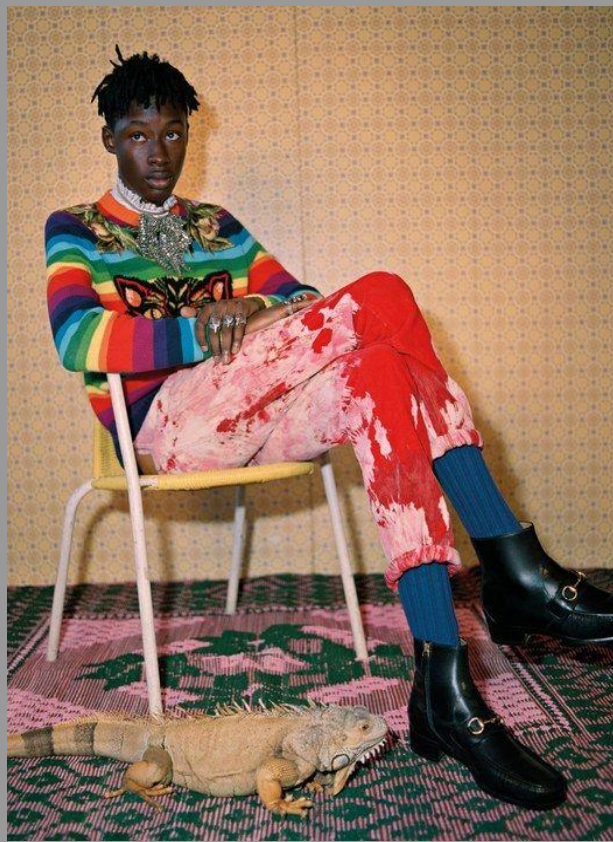
# EDITING TREATMENT

For the edit we would like to keep in line with the 'uninhibited' theme and a fun but relaxed atmosphere. We want to avoid making this look overly commercial but quirky and nostalgic. through the use of high flash, sharpness, vibrance contrasting with shadows we will create a euphoric atmosphere with a touch of mystery and obscurity



# Persona 1 : The eclectic music lover

- **Aesthetic:** 70's vintage
- **Style:** eclectic, florals, patterns, Warm, vibrant
- **Personality:** Bubbly and charismatic but in his own world when the music comes on .
- **Model notes:** Walks with swag and a pep to his step moving to the music.
- **Product:** JBL Live 660NC





## Persona 2: Y2K aesthetic

- **Aesthetic:** Youthful, animated, Y2K
- **Style:** pale pastels, funky, feminine, cyberpunk
- **Personality:** Giddy, playful, self absorbed, life of the party
- **Model notes:** walk with main character energy
- **Product:** JBL Live Pro2



Hey  
Honey

## Persona 3: The Hip Hop street style lover

- **Aesthetic:** Street style
- **Style:** baggy, flashy, modern, sportswear
- **Personality:** relaxed, good vibes, likeable, individualistic
- **Model notes:** Walks with a sense of coolness and style.
- **Product:** JBL Tune Flex





## Persona 4: The Voguing Icon

- **Aesthetic:** Queer aesthetic
- **Style:** Androgenous, opulent, extra
- **Personality:** Extravagant, confident, positive, uplifting, maternal
- **Model notes:** Proud and feminine walk, use vogue elements, hand movements for example
- **Product:** JBL Clip 4 (red)



# Persona 5: The Rock n Roll rebel

- **Aesthetic:** modern gothic
- **Style:** Monochrome, black, red, buckles, spikes platforms, layers, silver, bold
- **Personality:** Introverted, lonewolf, relaxed, nonchalant
- **Model notes:** Walks confidently and relaxed slightly unbothered.
- **Product:** JBL Charge 5 (Silver)



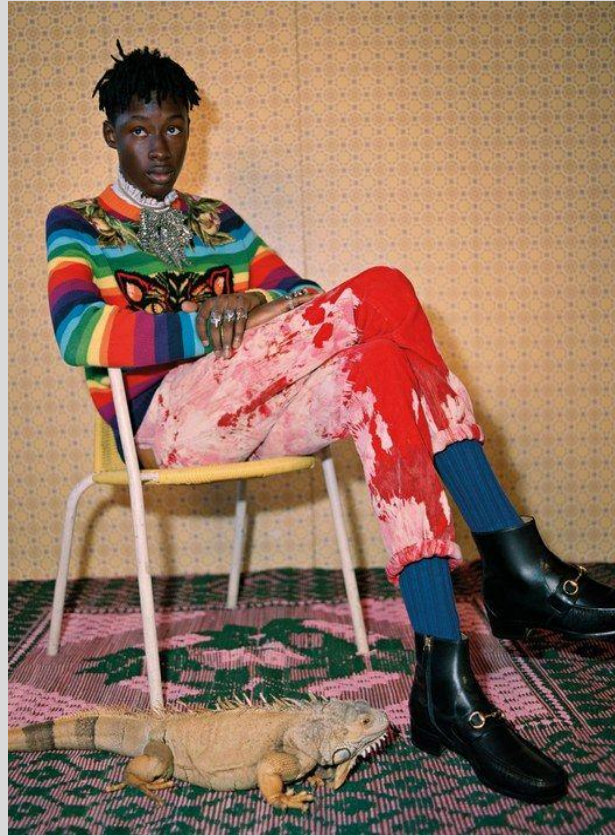


## Persona 6: The house music raver

- **Aesthetic:** Dopamine dressing
- **Style:** Sharp. Monochromatic,
- **Personality:** Extroverted, slightly annoying, lively, goofy
- **Model notes:** Walks fast and hyper as if excited to get the party started.
- **Product:** JBL Pulse 5



## Reel 1: 3 personas, 3 products





## Reel 2: 3 personas , 3 products





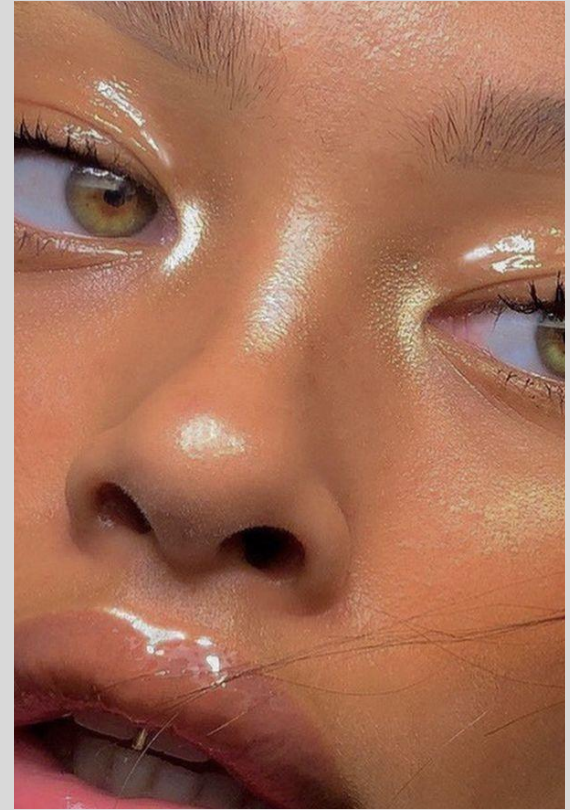
## Makeup inspiration - Terence

For Terence's makeup look we want to capture his youthfulness with fresh glowy skin looks very simple and natural. For the voguing icon persona a simple graphic eye look that stands out on his skin can be added



## Makeup looks -Fleur

For the base of Fleur's makeup looks we would like to keep it natural and youthful with pink blush and tinted pink glossy lips. To keep with the uninhibited and edgy theme we would like to incorporate a stand out element with blonde or very light brows.





## Makeup looks inspiration Reel 1

This is some inspiration for the makeup looks for the female model for each look. We want to keep it very young, on trend and obscure while still keeping in touch with the persona's aesthetic

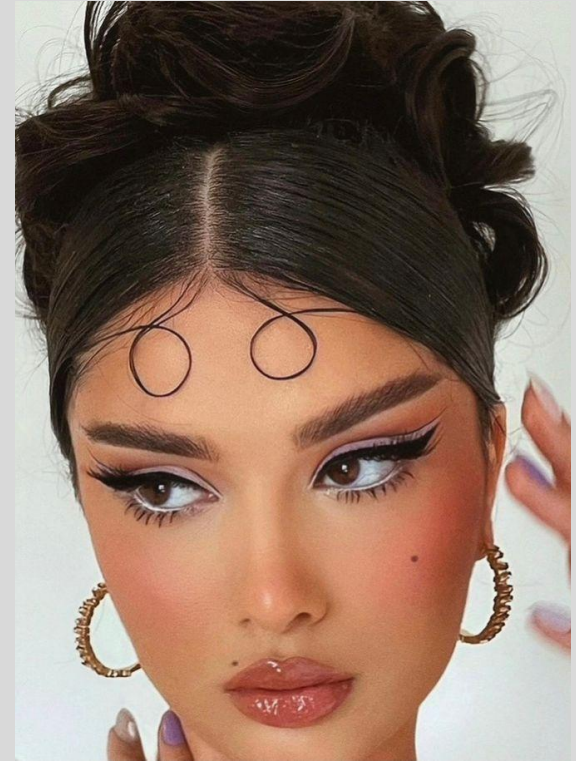
**Eclectic**



**Y2K aesthetic**



**Hip Hop street style lover**



## Makeup looks inspiration Reel 2

Vogueing icon



The Rock n Roll Rebel



The house music raver





## Christmas Reel 1 script - Arriving at the party (headphones)



**Persona 1 (eclectic music lover)** appears at the end of the hallway struts down and removes their glasses with a spin. They are dancing as they walk. When they arrive at the door (fisheye lens) they adjust their collar and outfit and smile in appreciation of their outfit. They remove their headphones and the camera pans down to the headphone and transitions to the next persona.



**Persona 2 (Y2K)** cuts to model in the middle of the hallway turning on JBL Live Pro 2 and poses, editing is choppy and glitchy as the model reaches out to the camera showcasing the Live Pro 2 product when she reaches the door and takes a selfie posing with one hand on the headphones.



**Persona 3 (hip hop lover)** Walks down the hallway in a relaxed and suave manner, stops in the middle of the hallway and dusts off his shoes. When the model reaches the door, they take their Tune Flex and put them into the case. The camera is focused on the tune flex product as they place the case into their jacket pocket.



Note : This reel will be shot in the yellow hallway

## New Years Eve Reel 2 script - Arriving at the party ( Speakers)



**Persona 4 ( The voguing icon)** Has their hands out with the JBL Clip 4 hanging from their finger . They do some interesting vogue hand gestures and step fully into the frame and as they get closer to the door they clips the JBL Clip 4 on their belt or bag as they walk. When they get to the door they smile and wink and throw some confetti in the air.



**Persona 5 ( The rock and roll rebel)** Appears in the frame and walks with an intense stare, as they walk the edit goes to slow motion and they throw the JBL Charge 5 in the air and catch it in the other hand. When they get to the door you see them turn up the volume and raise the speaker over their shoulder and blow a party horn.



**Persona 6 (The house music raver)** Model appears in the frame holding the JBL Pulse 5 with New years balloons attached over their head dancing with it. When they arrive at the door the speaker slides down from their hand and camera pans down with the speaker next to the models shoes.



Note: This reel will be shot in the blue hallway



## Editing style

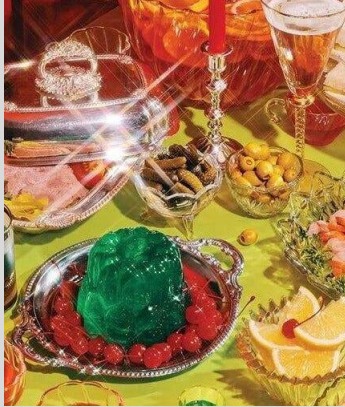
Each Reels will be fast cut, switching between the different looks, products and personalities, to create a playful and dynamic video.





## Photography: Set design

The set design for the still photos will be an array of colours and vibrant incorporating elements of christmas decor with an unconventional twist. From candle wine bottle candle stands, cactus, christmas trees and jelly christmas cake. We want the table to be fun and eclectic but not too over the top to appeal to a younger audience and to ensure JBL products are still being highlighted and able to stand out.



## NYE : Props

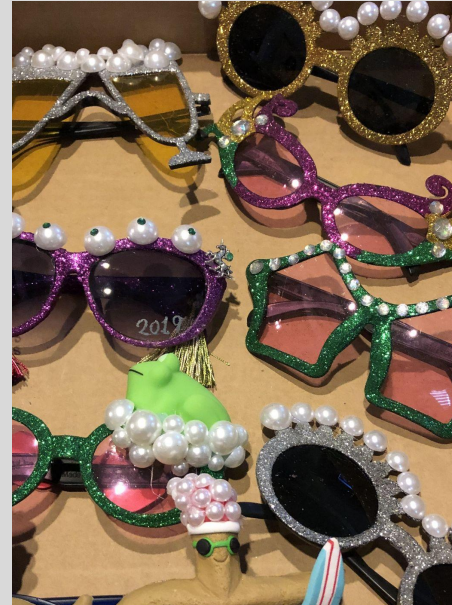
Party horn



Mini Confetti Cannon



NYE sunglasses -  
(fun unusual  
elements added)






Balloons - extra





## Still images - shot list

SUBJECT	VISUAL	STYLING	LOCATION	CAMERA ANGLE	REFERENCE
JBL Live 660NC	Model has head laying on a plate of Jelly headphones on and eyes closed lost in their own world.	Drink and food in the backdrop and red jelly on the plate.	Dinner table	Straight ahead at a corner angle	
PartyBox Encore JBL Tune flex	Model standing on table with Party Box beside them.	Interesting shoes and cool socks with an open purse on the side with JBL Tune Flex coming out of the bag.	Dinner table	Low angle close up	
JBL Clip 4	Both models are dancing together one model has the JBL clip 4 hanging on their belt.	Stood in front of the table with tinsel curtains behind and glitter on the floor. Cactus christmas tree is on left corner of the shot.	Front of dinner table	Straight on	



# Talents

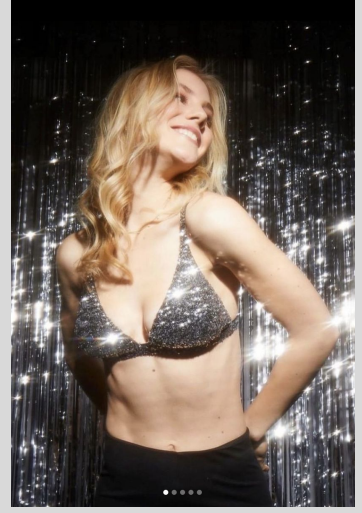
## Our recommendation 1



[Intro video](#)

[Intro video](#)

## Fleur



# Photographer

## Pasqual Alamade





# Locations

## Corridors of the Silodam, Amsterdam



**Room in the Volkshotel, Amsterdam  
(we will use and decorate a corner of the  
room / table)**





# Song TBC

# Production timeline

	Week 49					Week 50					Week 51					Week 52				
	05/12					12/12					19/12					26/12				
MILESTONES*	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
Creative development presentation																				
Client feedback during call																				
PPM																				
Shoot																				
Delivery to client																				
Client feedback																				
Final delivery																				
Go live: 22th December																				

## Based on the following assumptions:

Feedback must be collated otherwise there will likely be costs in time and money

# Thank

→ for any questions regarding this project or deck please speak to Céline

→ [celine@heyhoney.nl](mailto:celine@heyhoney.nl) // +31 6 28558047

# you